



PERSONA™

What is a camera filter?

A camera filter is any special effect that is created using augmented reality

Camera effects on Instagram and Facebook are available to over 3 billion users worldwide

SPREAD THE WORD

Increase brand awareness by letting followers share your filter

63% of followers share filters with friends more than once





GET MORE FOLLOWERS

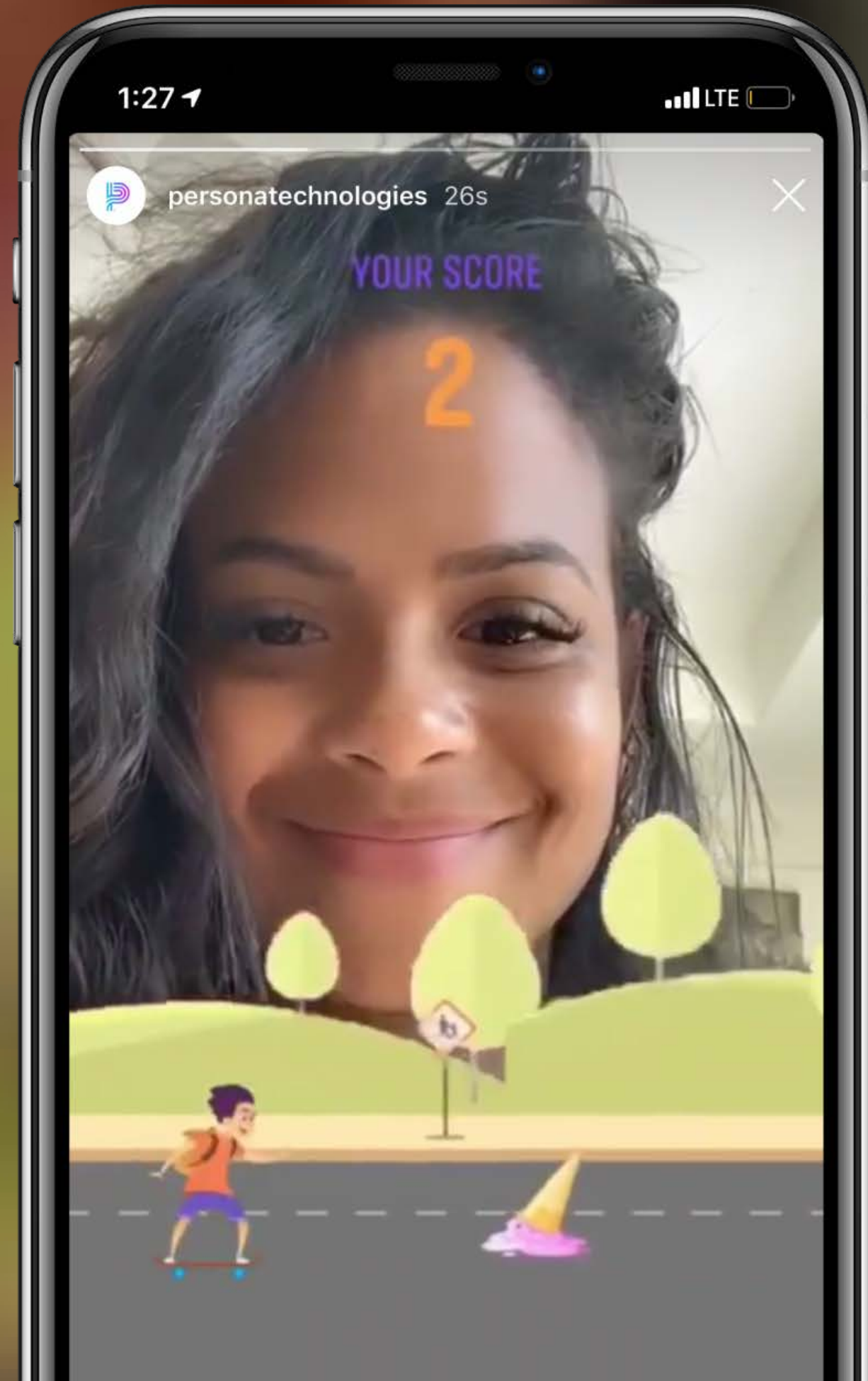
Users need to follow your brand on Instagram in order to use your filter

Accounts with their own filters grow their daily follower growth by 48%

CONTESTS AND GAMES

Encourage followers to tag your brand and share your filter

Contests and games are proven ways to increase engagement





INCREASE SALES

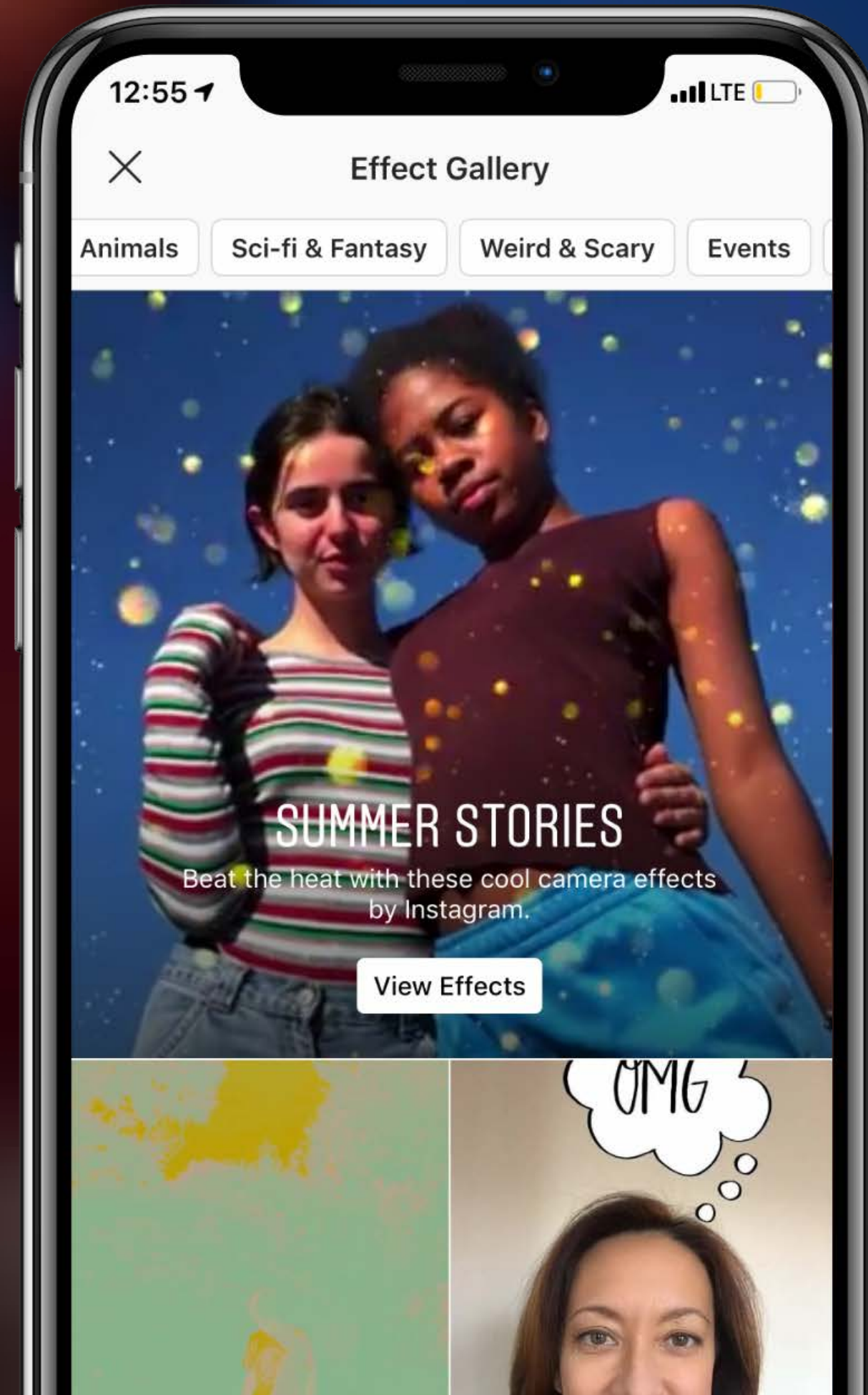
Hide special promo codes inside filters for followers to discover

Filters are a fun and authentic way to engage with promotions

GET FEATURED

Instagram features the top filters based on how many times it's used

Over 500 million Instagram users visit the discover page every day



A NEW CREATIVE FRONTIER

Camera filters offer endless possibilities to integrate your brand in every day life

